

## ABSTRACT OF THE DISCLOSURE

A poly(vinyl chloride) (PVC) based plastisol composition including a poly(vinyl chloride) polymer (homopolymer or copolymer), a plasticizer, and an infrared-reflective pigment is applied in a layer on a substrate and coalesced to produce a PVC layer including an infrared reflective pigment. The layer can be made into a free film and applied to an extruded vinyl or metal sheet to prepare vinyl or metal siding or trim pieces with an outer layer of the PVC including an infrared-reflective pigment.